

A publication of
Southern California
Rideshare—keeping
our region moving
since 1974.

Crossroads

Ridesharing Works for Business

December '96/January '97

Let Us Know

If you have a story to contribute to *Crossroads*, please fax a press release or fact sheet to Jill Smolinski, *Crossroads* Editor, at (213) 236-1803. Submissions must be received by the tenth of the month prior to the publication issue.

Have a new employee who needs rideshare information? Or someone on staff who has moved? Ask for a faxed RideGuide—a complete list of the employee's commute options faxed to your office within hours. Just instruct the employee to call (800) COMMUTE and select option "3."

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More than 2,600 Southland employers will ring in 1997 with voluntary ridesharing



On Jan. 2, New Yorkers have traditionally welcomed the new year by tossing their old calendars out their office windows.

Southern California employers, however, should resist doing the same with their rideshare programs—even though more than 2,600 companies will be free from rideshare regulations for the first time in seven years.

SB 836, the bill that exempts employers with 100 to 249 employees from Rule 2202, contains a “boomerang effect.” If emissions levels revert back, so does the regulation.

“Employers have one year to prove that they can keep ridesharing going on a voluntary basis,” says Felicia Baptiste, manager of employer services at Southern California Rideshare. “We believe it can be done. We’re already working with companies to help them identify the strategies that bring what we like to call “PERKS”—that is, productivity, employee benefit, readiness, kinetics and savings.”

A little more about “PERKS...”

■ **Productivity**—Any program you offer that keeps commuters from driving alone will reduce stress—which in turn can boost productivity.

■ **Employee benefit**—Most employees view rideshare programs offered at work as a benefit, much like health insurance. If your company has offered incentives or popular programs such as flex-time or compressed work weeks under regulation, you may already know the bonus it brings in terms of employee morale.

■ **Readiness**—Steps you take now can keep your business running in crisis conditions, such as earthquake, floods or fires. Obstructed roads and highways cost employers thousands of dollars in time and productivity, as workers struggle to arrive on time, save energy to last through the day and maintain morale.

■ **Kinetics**—The art of keeping things in motion—known as kinetics—is what ridesharing is all about. Your rideshare efforts help promote the movement of goods and services and allow customers and clients to easily access your work site.

■ **Savings**—Certain strategies—such as surveying for rideshare matching—don’t cost your company a thing. Others can actually save you money. Parking is usually the highest commuting expense that employers cover, and reducing the need for parking may save you thousands of dollars each month.

To learn more about how you can keep the PERKS in your rideshare program, call your account executive or (213) 236-1984. 🚗

Freebies for ETCs

Keep papers organized at your home offices with a free, colorful magnet that features a telecommuting message. Send a self-addressed stamped envelope (32 cents) to: CTS Rideshare Products, PO Box 71505, Los Angeles, CA 90071-0505.

SCAG offers a free *Employment Trends Newsletter*. This monthly report gives unemployment rates and information on wages and salaries for the Southern California region. Send your mailing address to Southern California Association of Governments, Attn. Javier Minjares, 611 W. Sixth St., 37th Fl., Los Angeles, CA 90017, and request "Item NT16."



Quotable

"Isn't it nice to know that good things still happen—even on a bus?"

—Michael Henderson, MTA deputy manager, on the marriage of a bus driver to one of his passengers that took place aboard an MTA bus on Veteran's Day.

Promotional Ideas for December through February

Get your rideshare program in gear for the holidays. Here, some suggestions for in-house events:

Shopping Shuttle. Call a nearby mall or your chamber of commerce to see if there are special holiday shuttles that will take employees from office buildings to shopping areas. This allows workers to get errands done at lunch time without starting up a car.

Or if you can't bring Mohammed to the mountain... Host a Holiday Marketplace, and bring merchants to your work site. Invite local shops, employees who sell crafts, representatives from cosmetics, jewelry or home products companies. People can shop without ever leaving the building.

If your company hosts a weekend or evening holiday party near your work site, set up carpools to the event. People who don't usually rideshare to work will often do so for a party. It's a great way to introduce them to how easy it is to carpool with a co-worker.

New Year's Resolution. Urge employees to make a resolution to rideshare in the coming year—whether to try it for the first time or increase how often they share the ride. Distribute a resolution flyer. Sample copy: "I (name) resolve to help reduce traffic and smog by ridesharing in 1997. I will [] carpool, [] vanpool, [] take the train, [] take a bus, [] walk, [] bicycle, [] telecommute. If I already regularly rideshare, I resolve to increase it by ____." Employees turn in their resolutions prior to New Year's Day to be entered in a raffle for a prize (such as a basket containing sparkling cider, champagne glasses, party favors, etc.).

Superbowl Car-pool. Here's a contest that puts a twist on the usual Superbowl pool. To set up a car-pool game for your employees:

■ On a piece of paper or poster board, make a grid with 100 squares like you see here. Label the top of the grid with the name of one of the Superbowl teams and the left side with the other.

■ During the week prior to the Superbowl, let employees fill in their name on any of the grids for each day they rideshare. (You can set the rules, e.g. does telecommuting count? Or working a compressed work week?) Most

"betting" pools set a limit of one name per square, but as long as you have enough prizes, employees can double-up on spaces once all are filled.

■ After the week's end—but before Superbowl Sunday—label each square along the top and down the side from 0 to 9 in random order.

Superbowl "Car" Pool

		4	9	8	5	7	2	1	3	6	0
8	name										
5											
9											
3											
6											
2											
4											
1											
7											
0											


■ Now be sure to keep track of the scores during the game! Select a winner for each quarter. To do this, note the score, then consult the grid to find the square where two score's numbers meet. (If the score is higher than nine, use the second digit.)

■ Prizes can include candy, t-shirts, privileges or perks.

President's Day Pay-Off. Give a presidential salute to employees who rideshare during the week of Presidents' Day (Feb. 17). Reward employees with a "George Washington" dollar for each day they rideshare, and an "Abe Lincoln" \$5 if they share the ride all five days. If you're strapped for cash, distribute play money that can be traded in for prizes, perks or points (if you use a point system for your rideshare program).



Meet Your Match Party. What better time than Valentine's Day to get employees together for a Meet-Your-Match party? Team up people—not for romance, but for carpools and vanpools. Your account executive can provide a zip code listing of employees' homes to make matching easier. Decorate in a Valentine's theme, and serve cookies and punch or other refreshments.

Also for Valentine's Day... Hand out candy kisses to ridesharers on Feb. 14. 

How to “Sell” a Telecommuting Program to Management

Think about their concerns, not yours. Prepare a proposal that shows how telecommuting solves the real problems of concern to managers, such as productivity, morale or overhead costs.

Give proof. Brief managers about the success of telecommuting programs at other companies.

Focus on answering the question, “What priority or initiative of our organization does telecommuting support?” Gil Gordon, a well-known telecommuting expert, suggests that you apply the “3 a.m. test” in determining an answer. Imagine that you walked into your CEO’s bedroom at 3 a.m. and asked, “What are the three biggest problems facing this business organization today?” The answer will not be, “Gee, I’ve been struggling with how we can do more telecommuting.”

Proposals that succeed:

- acknowledge and include all decision makers and people who’ll be implementing the program
- tie to organization’s mission statement
- cover costs, benefits and needs

■ do not ignore critics

■ sell the plan before the “formal” presentation

Let numbers do the talking. Cover how much it will cost to start and run the program, as well as any costs, like office space, you may avoid. Spell out these costs with as much detail as possible using spread sheets and figures based on your organization (such as actual number of employees, rent, etc.).

Give the good and the bad news.

Management needs to know the down sides and risks of telecommuting as well as the benefits in order to make an informed decision. Be sure, also, to accommodate the concerns of critics whenever possible. Often, the issues they raise are legitimate problems and must ultimately be addressed.



(Source: *Telecommuting: A Formula for Business Success*, June 1996, a joint effort of the MTA, the Southern California Economic Partnership, Caltrans and SCAG, portions of which were originally published by the Washington State Energy Office. The manual is available from the MTA for \$16.50. To order, send a request for Telecommuting Manual #405544.07 along with a check payable to the MTA at P.O. Box 194, 99-23-2, Los Angeles, CA 90053. Or call Christian Charbonnet at (213) 922-2811.

Guaranteed Ride Home Handbook

Of all ridesharing incentives, GRH programs—which offer free or low-cost rides home in case of emergency—most strongly interest commuters. Learn how to put a GRH program in place, from gathering management support to setting up rides. 74 pages. (HB0024). To order, send \$8 plus \$5.50 in shipping & handling to Southern California Rideshare, 611 W. Sixth St., 37th Fl., Los Angeles, CA 90017, attn: Order Dept.



Rideshare Week Takes the Prize

Congratulations to statewide grand prize winners from California Rideshare Week ‘96, who each received \$3,000 travel gift certificates. They are:

- Boyd Nottebrock, an employee at The Prudential in Woodland Hills
- Kathee Glenn of Arroyo Grande, California

In Southern California, hundreds of employers participated by hosting events and distributing and collecting pledge cards. Prize drawing winners among ETCs included:

- Becky Rustan, ETC for Schlumberger in Simi Valley won a Pep Boys Emergency Road Kit

■ Karen Speck, ETC for Automatic Data Processing won an LA Cellular phone with free activation

■ Roberta Ernisse, ETC at Santa Monica Bank won a night’s stay at the Queen Mary Hotel

■ Three ETCs in San Bernardino and Riverside also received prizes.

California Rideshare Week was a statewide public awareness campaign held Oct. 7-11 to encourage ridesharing. Dozens of prizes were awarded state-wide and hundreds

more for local efforts.



Breathing Easier

The American Lung Association’s 1997 Golf Privilege Club Membership Book is now available. The book includes more than 900 golf courses and driving ranges in 12 western states, including 22 in Los Angeles County and 19 desert courses. The cost is \$25, and proceeds benefit the ALA. Call (213) 935-5864.

A New Move

When **TRW Redi Property Data of Anaheim** relocated its offices from the Inland Empire to Orange County, the ETC promoted ridesharing as a way to ease stress for employees who suddenly had longer commutes. The company recently won a "Way to Go" award from the San Bernardino Associated Governments.

ETC Tip:

Practice what you preach.

Two GTE sites also received "Way to Go" awards for their outstanding vanpool programs. "The two ETCs (Judy Long of Rancho Cucamonga and Penny Meyer of Mentone) really believe in vanpooling—they're both in vans themselves," says Morna Neland, who supervises GTE's rideshare program for the region. "I think that's where the success of the program comes from—their overall support."

Stori Nagel, ETC for Leonard's Carpet Service in Anaheim, had employees flocking to hear about ridesharing with the catchy slogan, "Birds of a Feather Ride Together!" Location is everything: the slogan was made into a sticker and placed on employee checks.



Bits & Pieces: Take a Taxi for Just a Buck...and More News

Taxi Link



For just a dollar, commuters can grab a TaxiLink cab from home to a the Covina, Claremont or Pomona Metrolink stations (within four miles). To use TaxiLink, riders just call (800) 400-1374 a day in advance to arrange a ride. Pick-ups can also be scheduled for an entire week. TaxiLink is a SCAQMD project that is expected to run until March 30. For program information, call (818) 858-7219.

SCAQMD Changes

As of Jan. 1, the Antelope Valley will be under its own air district. Until the new district gets organized, however, employers in that area will still follow SCAQMD rules. For more information, call the SCAQMD at (909) 396-3271.

Due to restructuring at the SCAQMD, you may have a new rideshare plan representative. Before you submit a plan, call to verify who now services your area.

MTA Monthly Passes

The Los Angeles County MTA will continue the sale of monthly passes for three years, cutting the price from \$49 to \$42, as part of a recent settlement. The transit agency will also sell 15-day passes for \$21 and weekly passes for \$11. Other changes upcoming include more



buses, increased security, and a reduction in off-peak fares (currently at \$1.35 cash or 90-cent tokens) on some lines.

Get the Fax

Inland Empire Commuter Services (IECS) recently launched the "Rideshare Connection," bi-monthly updates to Riverside and San Bernardino employers sent via fax. "When we have timely information that needs to get to employers—an opportunity with a short lead time or a tight deadline—now we can let them know instantly," says Susan LeDuc, IECS program administrator.



Rising Ridership

Ridership increased to a weekday average of nearly 100,000 on all Metro lines in September, according to the MTA. That's an increase of 61 percent over the previous year for the Red Line (which was expanded last July); 13 percent for the Blue line and 60 percent for the Green Line. "Nearly one out of 10 MTA passengers use our rail services today," says Larry Zarian, MTA chair.

Transit Tots

The 12th Council District Transportation Management Association is now offering subsidies up to \$300 to parents who enroll a child in the Transit Tots child care center at the Sylmar/San Fernando Metrolink station. For details, call (818) 882-5522.

You Like Us! You Really Like Us!

Southern California Rideshare recently surveyed ETCs about our services. Here's what you said:

■ Three-quarters of ETCs rate our overall service a 4 or 5 (on a scale of 1-5, with five being "fabulous"), with an overall satisfaction rating of 4.

■ Nearly two-thirds of ETCs know the names of their account executives, excluding Orange County (where funding restricts services). The percentage is highest in Ventura County (79%). Overall, AEs earned a 4.4 rating, with specifics ranging from 4.1 (explanation of on-going products and services) to 4.7 (willingness to help).

High Occupancy Vehicle Lanes

A little seasonal humor: What did Santa say when he rode with his elves in the carpool lane? HOV, HOV, HOV! On that note...

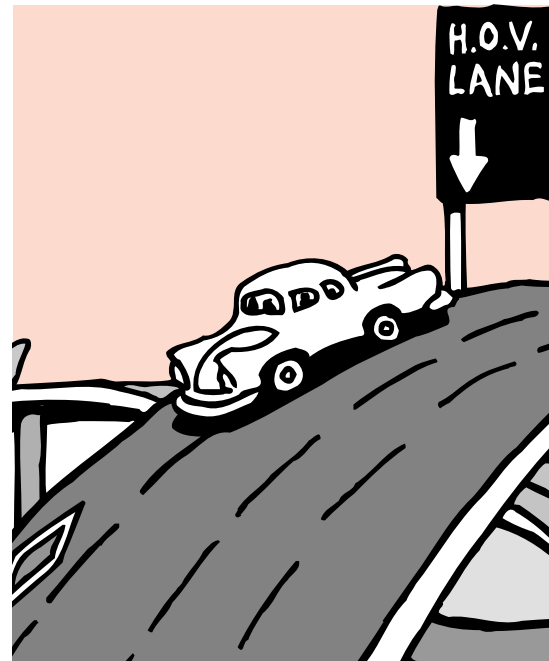
■ In Los Angeles County, carpool lanes will soon open on Route 118, running 11.4 miles between the Ventura County line and the I-5 freeway.

■ Now open: 10 miles of carpool lane on the 405 Freeway, from the I-5/405 interchange in north Los Angeles County south to Ventura Blvd.

■ San Bernardino County will unveil its first HOV lanes in January, which will be located on the 60 Freeway from just inside the county line to Route 15.

■ In Orange County, the El Toro "Y" widening project continues, with the final carpool lanes opening in January running South from the 5/405 connector to Pacific Coast Highway in Dana Point.

■ Also in Orange County, construction begins in December on the I-5 northbound—from



Orange to Beach Blvd. in Buena Park—to add a carpool lane and a mix-flow lane in each direction. Caltrans in Orange County will conduct a public awareness campaign to help residents deal with traffic tie-ups due to construction. For information on any HOV projects in Orange County, call (714) 724-2077.

Worldwide Ridesharing

Nearly 100 management information systems managers from Korea recently visited the Southern California Rideshare offices. Because of the exceptionally high traffic congestion in their native country, the Korean group was interested in learning about how to set up a rideshare agency. Although the major cities in Korea have a large amount of transit use, the commuting population is fast outgrowing the current infrastructure.

Made in the Shade

Cut glare while you rideshare. Available at a discount rate: 8 1/2" x 11" transparent window shades that static-cling to glass with the message, "Save Wear and Tear: Rideshare." For a set of 25 shades, send \$50 plus \$5.75 in shipping & handling to CTS Rideshare Products, PO Box 71505, Los Angeles, CA 90017-0505.



Did You Know?

■ Southern California makes up less than half of the population of the state, yet services nearly three-quarters of the commuters who rideshare.

■ **10 years ago...**In a worldwide ranking of national road and highway systems, the United States was found to have the highest total of miles of paved roads. Its 3,891,791 miles of roads was nearly four times as much as the second-ranked nation which, surprisingly, was India.

■ **25 years ago...**The United States Federal-Aid Highway act passed and provided a major stimulus to urban transportation planning. The act declared it to be "in the national interest to encourage and promote the development of transportation systems embracing various modes of transport."

■ **30 years ago...**Motorists in the United States drove for the last year in new cars without anti-pollution devices.

■ **60 years ago...**The first drive-in bank opened in Los Angeles, leading the way to the drive-through culture that currently exists.

Vanpool Riders Wanted

Contact George Hedges, (818) 954-4714
From Palmdale
To Burbank
Hours 8:45 a.m. to 4:45 p.m.

Contact Harlan West, (213) 236-1862
From Simi Valley
To Mid-Wilshire
Hours 7 a.m. to 4 p.m.

Contact Judy Sylvester, (213) 229-8466
From Palmdale
To Downtown Los Angeles
Hours 8:30 a.m. to 5 p.m.

Contact Frances Lunetta, (213) 974-1754
From Temecula
To Downtown Los Angeles
Hours 7:30 a.m. to 4:45 p.m.

Contact Ed Hurley, (213) 485-9855
From Thousand Oaks
To Downtown Los Angeles
Hours 6:30 a.m. to 4:00 p.m.

Calendar



• Friends Ride Free

On **Dec. 26, 27, 30 and 31**, Metrolink monthly pass holders can bring a friend for a free ride. Please note: no Metrolink service on Dec. 25 and Jan. 1.

• Inland Events

Jan. 15 Riverside Transportation Forum for western Riverside County

Jan. 16 W. Valley Network for San Bernardino County

Jan. 22 Coachella Valley Forum

Jan. 23 E. Valley San Bernardino County Network

• Downtown LA/ Mid-Wilshire

The LA T.E.A.M. will hold its next network meeting **Tuesday, Jan. 14** at the Gas Company in downtown Los Angeles. New members are welcome. Call Jeannie Keene at (213) 236-1965 for more information.

• Airport Area

The Westchester/LAX Transportation Management Association will hold meetings for existing and new members **Dec. 17** and **Jan. 21** from 11 a.m. to 1 p.m. Call Judith Ciancimino at (310) 410-2999.

Pete Wilson
Governor, State of California

Dean R. Dunphy
Secretary, Business, Transportation
and Housing Agency

James W. van Loben Sels
Director, Caltrans

• CHPs for Kids

Through Dec. 24, bring a new, unwrapped toy to Knott's Berry Farm for free admission (M-F). It's part of the California Highway Patrol's CHIP's for Kids Traffic Safety campaign, which includes collecting toys for disadvantaged and hospitalized children. For other donor locations, call Officer Rob Lund at (818) 240-8200.

• Burbank

Through Dec. 29, Burbank Local Transit will operate free holiday shuttles to the Burbank Village Shopping area and the Metrolink station on Saturday, Dec. 14. Call (818) 246-4BLT.

On TV

Check out your local city cable access channel for the airing of Southern California Making the Move to 2020—an hour-long program on transportation hosted by former news anchor Warren Olney. The show gives viewers a chance to provide feedback on the regional transportation plan via fax, phone, mail or Internet. For more information, call Fernando Del Rio at SCAG at (213) 236-1885.

Planning an Event of Interest to ETCs?

Fax information to Crossroads at (213) 236-1803, attn. Editor.

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CROSSROADS

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Inland Empire Commuter Services

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Riverside, CA 92517-2780
Business:
In Riverside (909) 341-9230
In San Bernardino (909) 884-5459

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<http://www.scag.ca.gov/commute>

